DISCOVER CANADA'S yukon 'HOME OF THE KLONDIKE'

VISITOR

EXIT

SURVEY

Yukon
Department of Tourism,
Recreation and Culture

MAY, 1984

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ACKNOWLEDGEMENT

The Tourism Planning and Development Branch would like to thank the following people and agencies who contributed to the preparation of this report.

- Alvin Satin of Statistics Canada, Ottawa for assistance in survey design and methodology;
- Myron Rusk of Tourism Canada, Ottawa for methodological advice;
- C.E.I.C. Summer Student Employment Program, for recruiting the staff who carried out the survey under manager Carson Schiffkorn;
- Govt. of Yukon Dept. of Economic Development and the Systems and Computing Services Branch for their ongoing assistance;
- Sorrento Systems of Whitehorse for coding and initial analyses of survey data;
- John O'Neill, of the Dept. of Regional Industrial Expansion, Whitehorse, for his contributions to this project while employed by the Tourism Planning & Development Branch;
- Dr. Peter Williams and Dr. Ian Lindsay of Spatial Research Associates, Ajax, Ontario, for preliminary analyses and draft reports;
- Carla Stiles of the Yukon Tourism Planning & Development Branch for further analyses and final report preparation;
- Glenda Badley, Tourism Planning & Development secretary, for typing of final report.

This project was made possible through funding provided under the Canada-Yukon Tourism Agreement.

INTRODUCTION

From June to September 1982, a major survey of visitors to Yukon was undertaken by the Planning and Development Branch, Tourism Yukon. The objective of this report is to provide detailed information about visitors to Yukon for use in the planning and development of future tourism programs, improvement of existing services and facilities, and marketing of Yukon's tourist resources.

The information collected about visitors through analyses of questionnaire responses include the following:

- socio-demographic characteristics
- trip purposes and travel patterns
- visitor profiles by destination area
- expenditure patterns
- trip planning patterns
- satisfaction levels

Survey design, sampling procedures, administration and coding of the questionnaires were undertaken by Tourism Yukon staff using in-house computer facilities; some services were contracted out to local companies. Further computer analyses and preliminary reports were prepared by Dr. Peter W. Williams and Dr. Ian Lindsay of Spatial Research Associates. Final report preparation was undertaken by Carla Stiles, Research Officer, Tourism Planning and Development Branch.

Interviews were administered by Tourism Yukon summer staff in accordance with a survey schedule designed to produce a representative sample of visitors to Yukon. The schedule took into account traffic volumes at various interview locations, volumes at different times of the day, as

well as statistical considerations. A sample of the questionnaire is found at the back of this report.

Completed questionnaires were manually edited prior to computer processing. Each questionnaire was then keypunched and the data entered into a computer file. Initial analyses, using a standard statistical package (SPSS) were run to obtain preliminary results designed for further analysis. Spatial Research Associates carried on with the analysis using SAS, a statistical package with a broader scope than SPSS. (Government of Yukon has since added the SAS package to its computer systems.)

This report is intended to interpret survey results. In particular, the report profiles Yukon visitors by their origin, and by destination visited, describing characteristics such as length of stay, accommodation type, trip purpose, and visitor reception centre usage. In this report, the term "visitor" is used when referring to respondent "visitor parties" unless "person" is specifically indicated.

This report is organized in six major sections. The first section highlights survey results, provides response frequencies to survey questions, and compares results between previous exit surveys and the present report. The second section provides a profile of visitors to Yukon from each of the three major origin areas (Canada, United States, and overseas/other countries). Each major origin block outlines various visitor characteristics, such as length of stay, trip purpose, accommodation type and expenditure patterns. The third section reports regional variations of visitors to Yukon as a whole. The fourth section of the report provides a profile of visitors to each of the

Territory's five major destination areas (Dawson City, Whitehorse, Watson Lake, Carcross and Kluane National Park). The next section presents additional travel variations, by Visitor Reception Centre (VRC) usage, accommodation type, and by entry mode of transportation. The final section provides a visitor profile of package tour passengers.

It should be noted that because visitors often frequent more than one destination area, the volumes of visitors in the five tourist regions will not add to a Territorial total. Also, percentages within specific categories will often not add to 100% due to multiple responses by respondents since most visitors participated in several activities.

I. HIGHLIGHTS OF RESPONSES

From June to September 1982, 2158 visitor parties were surveyed. The average size of visitor parties was 2.55 persons. The survey represented approximately 5530 persons.

These visitors travelled primarily for recreation /vacation purposes, while a small proportion (12%) were involved in business travel. Overseas visitors represented the smallest portion travelling for business purposes, while Canadians represented the largest group travelling on business (15%).

The average length of stay in Yukon was reported as 5.8 nights. Visitor Reception Centre users stayed an average of 6.4 nights, compared to 4.3 nights by non-users. The overall average trip lasted 28.9 nights. Nearly 64% of visitor parties travelled to Alaska as well as visiting Yukon. Length of stay also varied by accommodation type and mode of transport used by visitor parties.

The most popular mode of transportation used by visitor parties travelling in Yukon was personal automobile. Of total visitors, those travelling by motorhome amounted to over 25%. Whitehorse received a large number of its visitors by motorcoach (40%).

Overall, shopping and visiting museums/historic sites were the most popular activities, with approximately half the visitors participating in these activities. This trend was consistent in all five destination areas. Levels of activity nearly doubled in many cases for VRC users. That is, a larger proportion of visitors participated in each activity if they had visited the information centres.

Overall, camping was the most popular type of accommodation used, although hotel accommodation was preferred by visitors to Whitehorse.

Expenditure patterns varied by origin of the visitor and by destination visited. Canadian visitors spent the most money followed by Americans and then overseas visitors. Visitors to Kluane Park spent approximately 10% above the average daily expenditure, while the lowest expenditures occurred in Carcross. Visitors using fixed-roof accommodation spent more than visitors using other accommodation types. Travellers who did not visit the Reception Centres had a higher daily expenditure rate. Expenditure levels were also higher for visitors who entered Yukon by air. The greatest proportion of tourist dollars went towards transportation costs, both for personal vehicle and other modes of transport.

Generally, visitors were pleased with their stay in Yukon as indicated by their favorable comments.

Over 30% of the travel parties were repeat visitors and half of those visits had occurred within the past two years. Most visitors made final plans for their trips only a few months before travelling. Personal interest in Yukon (11%) and a lure to the North (7%) were two of the factors influencing trip decisions.

Approximately 23% of Yukon's visitors were Canadian, 4% were from overseas and other countries, while the majority (73%) were American. Travel parties also contained a high proportion of older persons - a full 25% of visitor parties included persons aged 64 years or older.

I. 1. Responses to Survey Questions

This section reports the overall response frequencies to questions asked on the survey questionnaires. The item numbers below correspond to the question numbers on the questionnaire, a sample of which may be found at the back of this report.

1. PARTY SIZE

Two people travelling together formed the largest proportion of parties (57%), while large parties containing five or more persons were infrequent. Single persons accounted for almost 13% of visitor parties. Thus, over two-thirds of all parties were composed of not more than two people. The average party size was 2.55 persons.

1 person	12.6%
2 persons	56.7%
3 persons	10.8%
4 persons	12.0%
5-7 persons	6.8%
8-10 persons	0.8%
11-15 persons	0.2%
16+ persons	0.1%
	100.0%

3. ORIGIN OF VISITORS

Visitor parties from Canadian provinces accounted for 23% of summer traffic, while the United States accounted for 73%. Over 14% of Canadian visitors were from B.C. and Alberta, while the major proportion of U.S. visitors listed Alaska and the Pacific States as their place of residence. These percentages show that the majority of visitors surveyed came from areas that are within closest travelling distance. Overseas and other countries visitation accounted for 4% of all visitor parties.

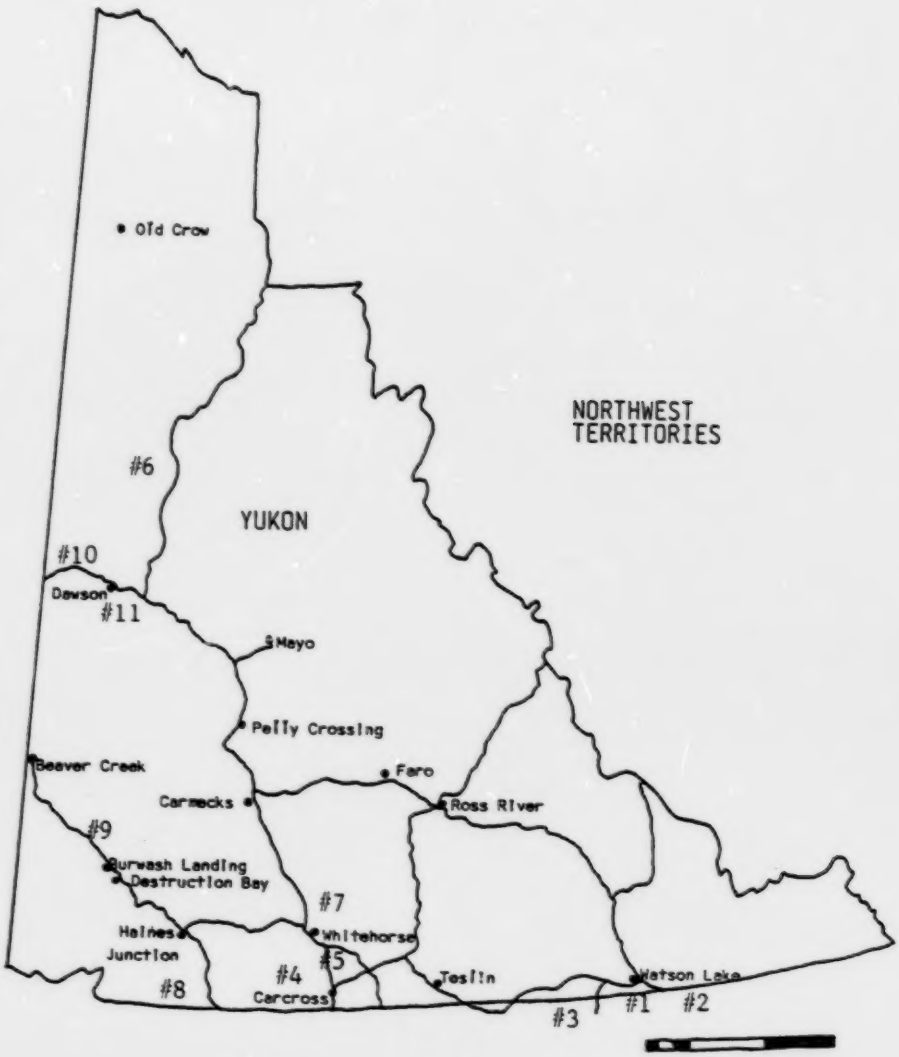
A further breakdown of each major origin block by destination visited follows:

Legend:

Pacific = Washington, Oregon, California
Mountain = Montana, Idaho, Wyoming, Nevada, Utah, Colorado, Arizona, New Mexico.
WN Central = North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Missouri.
WS Central = Oklahoma, Arkansas, Texas, Louisiana
EN Central = Wisconsin, Michigan, Indiana, Illinois, Ohio.
ES Central = Kentucky, Tennessee, Alabama, Mississippi
Mid Atlantic = New York, Pennsylvania, New Jersey
S Atlantic = West Virgina, Maryland, D.C., Delaware, Virginia, North Carolina, South Carolina, Georgia, Florida
New England = Vermont, New Hampshire, Maine, Connecticut, Massachusetts, Rhode Island

	Dawson	Kluane	Whitehorse	Watson Lake	Carcross	Total
B.C.	8.6%	4.2%	6.4%	7.7%	13.6%	7.8%
Alberta	11.0	3.4	6.5	11.1	10.6	6.4
Sask/Man	3.2	4.3	5.2	9.1	6.1	3.5
Ontario	6.0	1.3	3.7	3.4	1.5	3.0
Quebec	1.0	0.4	0.9	0.8	4.5	0.7
Atlantic	0.4	0.6	0.6	1.1	-	0.7
NWT	1.2	0.2	0.5	0.3	-	0.4
Alaska	7.8	13.5	5.9	7.7	12.1	11.1
Pacific	14.6	19.8	17.8	13.9	19.7	17.3
Mountain	7.2	8.3	7.9	7.7	10.6	8.0
WN Central	5.8	6.0	4.7	6.8	1.5	5.6
WS Central	1.6	5.9	5.1	2.5	1.5	4.3
EN Central	7.6	10.0	10.4	6.5	4.5	8.3
ES Central	0.6	1.1	0.8	0.8	-	0.9
Mid Atlantic	5.0	4.2	4.6	2.8	3.0	4.4
South Atlantic	4.8	6.8	7.2	4.8	3.0	5.8
N. England	2.0	1.4	1.3	0.6	1.5	1.5
Hawaii/Other	2.8	5.9	4.4	5.1	4.5	5.6
Cent/S America	-	0.1	0.2	0.6	-	0.1
U.K.	0.2	0.2	0.2	-	-	0.2
German Spking	3.0	1.2	1.8	2.0	1.5	1.6
Other Europe	2.8	0.6	0.9	0.8	-	1.1
Africa	0.2	-	0.1	0.3	-	0.1
Asia	0.6	-	0.2	-	-	0.1
Oceania	2.0	0.5	2.4	3.4	-	1.4

ENTRY POINT LOCATIONS



4. ENTRY POINT

The greatest number of visitors (33%) entered Yukon through Watson Lake on the Alaska Highway. The second largest proportion (25%) arrived through Beaver Creek, on the international border. The Skagway-Carcross Road also accounted for a substantial percentage of visitor parties - 10%. (See map for entry point location).

#1 Watson Lake - highway	33.3%
#2 Watson Lake - airport	0.8
#3 Stewart - Cassiar Road	5.5
#4 Skagway/Carcross Road	10.2
#5 White Pass train	3.6
#6 Dempster Highway (from Inuvik)	2.3
#7 Whitehorse Airport	8.3
#8 Haines Road	5.3
#9 Beaver Creek	24.5
#10 Dawson-Boundary Rd.	6.0
#11 Dawson - Airport	-

5. LENGTH OF STAY IN YUKON

The average length of stay by visitor parties in Yukon was 5.8 nights. The fact that 38.6% of visitor parties stayed in the territory for not more than 2 nights is probably a reflection of visitor parties "passing through" enroute to Alaska.

1 night	11.4%
2 nights	27.2
3 nights	12.2
4-5 nights	17.2
6+ nights	32.0
	100.0%

6. "PACKAGE TOUR" VISITORS

Of all visitor parties, 29% reported that some of their major expenses were prepaid prior to their visit. (A tour "package" is generally defined as a trip in which two or more items of expenditure are prepaid.)

Of "package tour" visitors, the travel items most frequently cited as prepaid were transportation (97.8%) and accommodation (96.9%).

major transportation	97.8%
accommodation	96.9
meals	18.2
rental vehicle	7.5
entertainment	22.8
side trips	37.8
other	2.7

7. EXPENDITURE CATEGORIES

"Other transportation" accounted for 31% of the tourist dollar, while personal vehicle transportation absorbed 21% of the tourist dollar. Together, transportation costs are clearly the most expensive portion of a trip in Yukon, accounting for over 50% of the tourist dollar.

Accommodation	10%
Meals, Beverages, Groceries	12
Personal Auto transportation	21
Other transportation	31
Entertainment	8
Other Expenditures	18

Referring to itemized expenditure categories, over 72% of visitor parties reported that they had purchased a full course meal at some point on their trip. Almost 57% reported they had bought groceries and 29% had purchased Yukon books or maps.

Full course meal	72.6%	
Short Boat tour	10.2	
City Sightseeing tour	6.7	
Flightseeing tour	1.3	
Sporting Equipment	6.5	
Canoe/boat rental	2.0	
One day excursion	5.0	
Wilderness tour	2.0	
Yukon arts & crafts	25.4	
Yukon books/maps	29.4	
Alcoholic beverages	25.9	(Store bought)
Groceries	56.9	
Vehicle repairs	14.7	

8. ACCOMMODATION

Over 47% of visitor parties stayed in commercial establishments such as hotels, motels and lodges. However, the majority of Yukon visitors camped (48.6%) and only 3.5% stayed with friends and relatives.

Hotel/motel/lodge	47.9%	
Friends & Relatives	3.5	
Commercial Campgrounds	15.8	
Government Campgrounds	22.3	48.6%
Random Camping	10.5	

9. ACTIVITIES

Shopping was the most frequently-mentioned activity of visitors to Yukon (44.5%), followed closely by visiting museums and historic sites (43.4%). Wilderness sightseeing, viewing wildlife and fishing were also popular pastimes. Various other outdoor activities attracted fewer participants.

Fishing	14.5%
Hunting	0.8
Boating	6.8
Hiking (day trips)	7.7
Backpacking (overnight)	2.1
Trailriding (horseback)	1.9
Viewing wildlife	26.4
Wilderness sightseeing	25.0
Visit friends/relatives	7.1
Guided hikes	2.9
Attend festivals/events	13.0
Visit museums/sites	43.4
Shopping	44.5

Of all activities participated in by visitor parties, the majority indicated favorable impressions. Visitors reported highest ratings for day hiking trips, trailriding on horseback, and wilderness sightseeing trips. Of those reporting dissatisfaction with some activities, the most frequently cited activity was fishing, followed by wildlife viewing and shopping.

	Dissatisfied	No Opinion	Satisfied
Fishing	19.8%	29.7%	50.5%
Hunting	2.9	73.5	23.5
Boating	6.3	24.5	69.3
Hiking (day)	1.8	21.8	75.2
Backpacking (overnight)	6.0	28.0	66.0
Trailriding (horseback)	2.3	25.6	72.1
Viewing Wildlife	13.5	26.1	60.4
Wilderness Sightseeing	5.2	23.7	71.2
Visit Friends/Relatives	-	-	-
Guided Hikes	3.2	33.9	62.9
Attend Festivals/Events	6.3	23.5	70.1
Visit Museums/Sites	6.8	23.4	69.7
Shopping	13.4	32.0	54.6

10. DAWSON CITY VISITORS

Approximately 25.8% of all visitor parties surveyed visited Dawson City. During their stay, they visited an average of 4.1 tourist attractions. The most frequently cited tourist draws were Diamond Tooth Gerties Gambling Hall and the Steamer S.S. Keno.

Palace Grand Tour	38.1%
Gaslight Follies	35.1
Diamond Tooth Gerties	49.9
Robert Service Cabin	46.5
1901 Post Office	43.0
Dredge No.4	44.6
Gold-panning attraction	40.6
Dawson Museum	43.6
S.S. Keno	47.1
Yukon River Boat Tour	14.0
Other	5.3

11. KLUANE PARK VISITORS

The Kluane Park region was visited by 58.6% of all Yukon travel parties surveyed. About 26% of these visitors camped overnight. The most frequently used camping areas were non-designated sites. The Kathleen Lake campground recorded the longest average length of stay while the Pine Creek facility recorded the shortest average stay.

	Overnighted	Average Nights
Million Dollar Falls	1.0%	1.2
Dezadeash Lake	1.5	1.1
Kathleen Lake	3.3	1.9
Pine Creek	3.3	1.0
Congdon Creek	3.6	1.2
Burwash Flats	3.8	1.0
Commercial Campgrounds	4.6	1.8
Non-designated Areas	4.8	1.2

12. TRIP LENGTH

The average trip undertaken by Yukon visitors lasted 28.9 nights. The Yukon portion represented approximately 20% of the overall trip. Alaska was the northern destination most frequently included with the trip to Yukon (63.9%). A combination of Alaska and NWT ranked second with 11.3%. A further 2.3% visited only the NWT in addition to Yukon and 22.5% of travelers visited only Yukon.

	Nights	Percent of Total Trip
Yukon	5.8	20.2%
Alaska	13.1	45.5
NWT	6.4	22.3
Total Trip	28.9	

13. TOTAL EXPENDITURES

The average expenditure of a visitor party to Yukon was $621.00. The mean daily party expenditure was $106.00. These expenditure levels vary according to destination visited. The estimated mean per person daily expenditure was $46.50 for Yukon visitors and this average also varies according to destination visited. For more detailed expenditure information, refer to Regional Profile tables located later in this report. (See section III).

14. TRIP PURPOSE

While the overwhelming majority of visitor parties to Yukon were on vacation, almost 12% of parties visited for business purposes. Visitor parties travelling to see friends and relatives accounted for 8%.

Business	11.6%
Vacation	73.3
VFR	8.0
Multiple response	7.1

15. DECISION TO VISIT YUKON

A large majority of visitor parties made the decision to visit Yukon within the immediate calendar year of their trip (1982). The most popular month for decision-making was found to be June (18%); therefore, the decision to visit was often made within 1-2 months of the actual trip. Overall, 45% of decision-making occurred in the second quarter of the year.

1982	69.9%
1981	24.2
1980	3.6
1979	1.0
1978	0.5
Earlier	0.9

16. TRIP INFLUENCERS

The largest segment of travel parties surveyed indicated that they had been influenced to visit Yukon as part of their overall trip because it was part of their itinerary. The second most frequently cited Yukon trip influencer was lure of the North. Overall, personal interest categories were the most important trip influencers.

Personal Interest Influencers	**total**	**43.2%**
Lure of the North/history/wilderness		23.8%
Recommended by friends/relatives		3.4
To visit friends/relatives		4.6
Scenery/photography		7.0
Fishing		0.9
Return visit		3.6
Destination/Attraction Influencers	**total**	**42.1%**
Part of itinerary		33.5%
Dawson City		1.4
Yukon River		0.5
Travel Alaska Highway		6.4
Chilkoot Trail		0.4
Promotion/Advertising Influencers	**total**	**7.4%**
Milepost magazine		0.4%
Travel brochures		1.5
Travel Agent		4.9
Govt. Publications		0.1
TV Advertisements		0.3
Books/films		0.2
Other	**total**	**7.3%**
Business reasons		4.1%
Miscellaneous		3.7

17. MODE OF TRANSPORT

Fully 60% of Yukon visitors entered the Territory in personal automobiles including trucks/vans and recreation vehicles. The second most popular mode used in entering the Territory was motorcoach.

Personal automobile	25.9%
Truck/van	9.6
Recreation Vehicle	25.3
Train	3.8
Motorcoach	24.5
Airplane	8.8
Other	2.1
	100.0%

The primary mode of transportation used while travelling within the Territory was also personal automobile, including trucks/vans and recreation vehicles (64.1%). Motorcoach traffic again ranked second.

Personal Automobile	26.9%
Truck/van	10.8
Recreation Vehicle	26.5
Train	1.9
Motorcoach	27.5
Airplane	2.1
Other	4.3
	100.0%

In addition, 12% of visitor parties indicated that they had used four-wheel drive vehicles during their Yukon trip. Another 15.3% reported that they had used a camperised trailer while travelling in Yukon.

18. VISITOR RECEPTION CENTRES

Approximately 38% of all Yukon travel parties visited at least one tourist information centre in the Territory. The average travel party visited 1.2 information centres while in Yukon. The largest proportion of visitors frequented the Visitor Reception Centre in Whitehorse, and the least visited Centre was Beaver Creek.

Watson Lake	22.9%
Whitehorse	38.4
Dawson City	24.1
Haines Junction	19.9
Beaver Creek	15.5
Other	1.8

19. YUKON RE-ENTRY PLANS

Many Yukon visitors reported that they were planning to re-enter the Territory prior to returning home (31.5%), though the majority of visitors indicated they would not re-enter (68.5%).

21. PREVIOUS VISIT TO YUKON

Of the visitor parties surveyed, 30% reported persons in their travel party had visited Yukon previously. Of those visitors, half (51.1%) had been to Yukon within the preceding two years (ie. 1980 or more recent).

1982	8.7%
1981	28.1
1980	14.3
1979	9.1
1978	7.8
1977	5.1
1976	2.5
Earlier	24.4

22. YUKON RESIDENCE

Approximately 3.5% of all travel parties surveyed indicated that members of their group had previously lived in Yukon.

23. AGE DISTRIBUTION

Travel parties to Yukon contained a large share of older persons. Over 70% of all parties surveyed were travelling with persons over 45 years of age. Travel parties containing persons in the age group 55-64 were most frequently represented. Over 12% of visitor parties were travelling with young children.

12 years or less	12.5%
13-18	9.4
19-24	10.7
25-34	20.9
35-44	19.2
45-54	19.7
55-64	26.3
64 years or more	24.6

25. TRIP SATISFACTION LEVELS

In order to determine whether visitors might have had false expectations about Yukon, they were asked whether anything was missing which they had expected to find in Yukon. Appropriate weather (30.5%) and scenery (21.2%) were the most frequently cited as missing trip elements. (In fact,according to Environment Canada staff in Whitehorse, precipitation levels for Yukon were above average and mean temperatures below normal for the summer months of 1982.) Visitors most frequently reported disappointment with the opportunities available for viewing animals and wildlife while in Yukon (19%).

Yukon's highway system and the apparent lack of mosquitoes were regarded as trip elements which were particularly enjoyed by visitor parties. Almost 15% reported that Yukon highways were the most favorable element of their trip. A detailed listing of likes/dislikes and missing elements is presented here. Due to the open-ended nature of these questions, percentages cannot be totalled. A "-" denotes that the category was not mentioned.

	Missing Elements	Elements Disliked	Elements Enjoyed
Outdoors-related			
Scenery	21.2%	0.2%	0.5%
Wilderness	17.0	0.1	-
Lakes/rivers	4.8	0.1	0.1
Weather	30.5	1.4	2.8
Mosquitoes (or lack of)	-	0.2	13.8
Wildlife	0.1	19.1	0.6
Hunting/fishing	-	1.7	0.3
Tundra	5.0	-	0.1
Flowers	1.9	-	-
Destination Areas			
Whitehorse	9.0	0.1	0.2
Dawson	2.9	-	0.9
Kluane	4.3	-	-
Facilities			
Accommodation	-	0.8	1.4
Garages	-	0.2	0.5
Rest areas	-	0.3	0.5
Tourist info areas	-	-	0.1
Restaurants	-	0.1	0.6
Services	-	0.1	0.1
Tourist/travel advertising	-	0.1	0.2

	Missing Elements	Elements Disliked	Elements Enjoyed
Activities			
Sightseeing	2.5	0.1	0.9
Camping	-	0.4	1.8
River trips	-	0.1	0.1
Day trips	-	0.2	0.1
Boat tours	-	0.1	0.1
Attractions			
Historic Sites	-	0.1	0.1
Gold Panning	-	2.5	0.1
Museums	-	0.2	-
White Pass Railway	-	0.1	0.1
Gaslight Follies	-	0.1	0.1
Highways			
Signage	-	0.9	1.3
Dust (or lack of)	-	0.1	3.3
Road conditions	-	1.3	14.7
Costs			
Exchange rates	-	-	0.4
Prices of goods	-	-	8.2
Other			
People	-	0.5	1.2
Loitering drunks	-	0.1	0.9

I. 2. COMPARISONS TO PREVIOUS YUKON EXIT SURVEYS

The value of exit surveys has been recognized by Tourism Yukon over the years. The first Yukon visitor exit surveys were undertaken by Parks Canada and Tourism Yukon in 1975. These surveys provided the basic visitor profile information necessary to establish trend indicators. In 1976, Parks Canada conducted an exit survey of Dawson City visitors. As the tourism industry grew, another exit survey was needed. This resulted in a joint effort by Tourism Yukon, Travel Arctic (NWT) and Tourism Canada - the 1978 Northern Travel Survey. This survey addressed several important tourism questions and produced useful results. The present 1982 Visitor Exit Survey has analyzed Yukon visitors only and tried to remedy many of the problems associated with previous studies. The following chart draws comparisons between past and present exit surveys.

VISITOR EXIT SURVEY COMPARISONS

Characteristics	1975 [1]	1978 [1]	1982 [1]
Visitor Patterns			
Average party size	2.68	2.70	2.55
Average length of stay (nights)	5.8	5.0	5.8
Trip Purpose (%)			
Business	21.6	9.0	13.7
Recreation/vacation	71.8	72.0	78.2
Visit friends/relatives	3.2	7.0	8.1
Other	3.4	11.0	-
Origin (%)			
Canada	18.7	15.0	22.5
USA	81.3	83.0	72.8
Overseas/other	-	2.0	4.7
Point of Entry (%)			
Watson Lake [2]	53.9	40.0	34.1
Stewart-Cassiar	9.6	3.0	5.5
Skagway-Carcross	-	-	10.2
White Pass train	2.0	2.0	3.6
Dempster Highway	-	-	2.3
Whitehorse [3]	15.0	12.0	13.6
Beaver Creek	16.7	36.0	24.5
Dawson City [4]	2.8	8.0	6.0
Mode of Transport (%) [5]			
Personal Auto	44.0	30.0	26.8
Truck/van	1.9	14.0	10.8
Recreation Vehicle	39.6	40.0	26.5
Train	NA	NA	1.9
Motorcoach	1.5	NA	27.5
Airplane	NA	NA	2.1
Other	NA	13.0	4.3

Characteristics	1975	1978	1982
Other Destinations (%)			
Alaska	NA	74.0	63.9
NWT	NA	1.0	2.3
Alaska/NWT	NA	NA	11.3
Yukon only	NA	NA	22.5
Kluane Park	29.0	10.0 [6]	58.6
Dawson City	21.7	18.0 [6]	25.8
Accommodation Type (%)			
Hotel/Motel/Lodge	15.0	20.0	47.9
Friends/Relatives	8.0	4.0	3.5
Campgrounds	59.0	71.0	48.6
Other	16.0	17.0	—
Activities Pursued (%)			
Fishing	NA	23.0	14.5
Hunting	NA	-	0.9
Boating	NA	16.0 [7]	6.8
Hiking	NA	12.0 [7]	10.7 [7]
Wilderness Sightseeing	NA	NA	25.0
Attend Events	NA	10.0	13.0
Visit Museums	NA	39.0	43.4
Shopping	NA	NA	44.5
Expenditures ($)			
Average $/party/day	40.42 [8]	103.00	105.65

Notes related to Comparison Chart:

1. Results presented in this Chart are derived from the 1975 Yukon Auto Exit Survey, the 1978 Northern Travel Survey and the 1982 Yukon Visitor Exit Survey (i.e. results presented in this report).

2. This figure includes entries into Watson Lake via Alaska Highway and Watson Lake Airport.

3. This figure includes entries into Whitehorse via the Haines Road and Whitehorse Airport.

4. This figure includes entries into Dawson City via the Boundary Road and Dawson Airport.

5. Categories arbitrarily determined by combining different modes of transport, therefore reliable comparisons are difficult to make.

6. Kluane Park and Dawson City visitation determined by overnight stay because actual question of visitation not asked in 1978. Kluane Park figure based on overnighting in Haines Junction.

7. In 1978, boating category included all water recreation, such as swimming, diving, canoeing, kayaking and waterskiing. For 1978 and 1982 hiking category included overnight backpacking, horseback riding and trail biking.

8. In 1975, average expenditures reported for four categories and totalled. This figure may not represent all monies spent. Survey question may have been asked and analyzed differently in 1975 than in other surveys, therefore comparisons should be made cautiously.

II. ORIGIN VARIATIONS

The largest average party size was reported by American visitors, slightly above the overall average. Canadian visitors appeared to have stayed in Yukon more than twice as long as American visitors, while visitors from overseas/other countries stayed 7.9 nights in Yukon, two nights longer than the overall average.

Though the majority of visitors came to Yukon on vacation, Canadian parties were more likely to visit on business than any other origin block. Also, more Canadians travelled to visit friends and relatives.

Overseas visitors tended to shop and visit museums/historic sites more often than their Canadian and American counterparts. Overall, American visitors participated less frequently in all activities, with Canadian and overseas visitors vying for top participation in each category.

The majority of visitors entered Yukon by personal vehicle. Canadians used recreation vehicles more frequently than other origin groups. Americans utilized the train more often, and nearly 33% of overseas visitors entered Yukon by motorcoach. Canadians employed air transportation more than other origin groups.

American visitors were least likely to be staying with friends or relatives while travelling in Yukon, while 9.5% of Canadians did so. Hotel accommodation was used more often by American visitors than any other groups. Government campgrounds were chosen by campers most often and Canadians were most likely to camp in non-designated areas.

Average expenditures per day were highest by Canadian visitors, followed by Americans and then overseas visitors.

ORIGIN VARIATIONS
June - Sept. 1982

Characteristics	Canada	USA	Overseas/other	Total
Visitor Volumes				
Average party size	2.53	2.58	2.36	2.55
Number of Parties	475	1536	99	2110
Average Length of Stay (nights) in Yukon	9.5	4.4	7.9	5.8
Trip Purpose (%)				
a. Business	15.1	11.0	3.4	11.6
b. Recreation/vacation	65.2	74.6	92.1	73.3
c. Visit friends/Relatives	12.7	7.1	1.1	8.1
Both a & b	1.4	1.2	-	1.2
Both a & c	-	0.4	-	0.3
Both b & c	5.4	4.9	3.4	4.9
Combined a,b & c	0.2	0.9	-	0.7
Activities Pursued (%)				
Fishing	28.6	9.9	18.2	14.5
Hunting	1.1	0.9	-	0.9
Boating	13.7	4.1	15.2	6.8
Hiking day trips	14.5	4.9	18.2	7.7
Backpacking overnight	3.8	1.4	5.1	2.1
Trailriding (horse)	3.2	1.7	-	1.9
Viewing Wildlife	27.4	25.6	33.3	26.4
Wilderness Sightseeing	30.5	23.1	27.3	25.0
Visiting friends/relatives	20.6	3.0	5.1	7.1
Guided hikes	4.0	2.3	6.1	2.9
Attend Events	20.4	10.7	13.1	13.0
Visit Museums/Sites	53.5	39.1	62.6	43.4
Shopping	53.5	40.9	63.6	44.5

ORIGIN VARIATIONS
(cont'd)

Characteristics	Canada	USA	Overseas/other	Total
Yukon Entry Mode (%)				
Personal Automobile	24.6	26.2	28.1	25.9
Truck/Van	13.0	9.0	2.3	9.6
Recreation Vehicle	26.9	25.2	18.0	25.3
Train	1.2	4.7	3.4	3.8
Motorcoach	11.8	27.9	32.6	24.5
Airplane	20.6	5.1	10.1	8.8
Other	1.9	1.9	5.6	2.1
Primary Yukon Transportation Mode (%)				
Personal Automobile	29.5	25.8	29.6	26.8
Truck/Van	16.2	9.5	4.6	10.8
Recreation Vehicle	30.2	25.8	21.6	26.5
Train	1.0	2.1	2.3	1.9
Motorcoach	13.5	31.8	29.6	27.5
Airplane	3.8	1.7	-	2.1
Other	5.9	3.2	12.5	4.3
Accommodation Usage (%)				
Hotel/Motel/Lodge	35.5	52.3	50.0	47.9
Friends/Relatives	9.5	1.2	2.6	3.5
Commercial Campground	15.5	16.6	9.9	15.8
Government Campground	26.1	20.1	30.9	22.3
Random Camping	13.4	9.8	6.6	10.5
Expenditures ($)				
Average $/party/day	118.78	102.60	83.94	105.65
Average $/person/day	55.01	44.12	40.45	46.46

III. REGIONAL VARIATIONS

In this section, similarities and differences are noted among visitors to each destination area. Visitors to Yukon stayed longest in Dawson City (2.1 nights) followed closely by visitors to the Whitehorse/Carcross region (1.8 nights). Watson Lake and Kluane Regions each attracted visitors for slightly more than one night. Most visitors travelled primarily for recreation purposes, however a number of travellers were found in Yukon (or passing through to Alaska) for business purposes.

Shopping and visiting museums/historic sites were the most important activities for Dawson City visitors and least important for Kluane Park visitors.

Differences in the primary mode of transportation were noted among visitors to various destination areas. Travel by recreation vehicle was most popular for visitors to Dawson City and Carcross. Motorcoach transportation was most often used by visitors to the Whitehorse area and personal vehicles, including trucks and vans, were preferred by Kluane Park and Watson Lake visitors.

Visitors to Whitehorse and Kluane National Park reported the greatest usage of fixed-roof accommodation. Camping was the most popular type of accommodation in all other regions.

Expenditures were highest among Kluane Park and Watson Lake visitors, and lowest among Dawson City and Carcross visitors. Average territorial daily expenditures were most closely approximated by those visitors to Whitehorse.

REGIONAL VARIATIONS
June - September 1982

Characteristics	Dawson City	Whitehorse	Watson Lake	Carcross	Kluane Park	Total
Visitor Volumes						
Average party size	2.53	2.40	2.67	2.78	2.53	2.55
Number of visitor parties	500	1071	352	66	1100	2158
Average Length of Stay (nights) in each region	2.1	1.8 [1]	1.4	--	1.4	5.8
Trip Purpose (%)						
Business	5.0	7.7	10.9	7.7	12.4	11.6
Recreation/vacation	84.8	81.1	70.7	78.5	71.9	73.3
Visit Friends/relatives	4.4	5.8	6.9	10.8	7.6	8.1
Multiple Response	5.8	5.5	11.6	3.1	8.0	7.1
Activities Pursued (%)						
Fishing	24.6	12.6	25.0	39.4	12.4	14.5
Hunting	1.0	0.6	0.9	--	0.6	0.9
Boating	9.2	7.4	7.1	13.6	5.2	6.8
Hiking day trips	13.8	7.9	11.9	13.6	6.6	7.7
Backpacking overnight	2.0	2.3	2.0	3.0	2.7	2.1
Trailriding (horse)	1.8	2.4	3.4	4.6	2.2	1.9
Viewing wildlife	35.8	28.0	37.8	34.9	29.2	26.4
Wilderness sightseeing	34.2	27.1	33.0	30.3	25.7	25.0
Visit friends/relatives	8.4	8.1	10.8	7.6	5.6	7.1
Guided Hikes	5.4	3.7	4.0	1.5	2.7	2.9
Attend Events	24.2	19.6	16.5	6.1	10.9	13.0
Visit Museums/sites	76.8	56.4	51.1	51.5	38.6	43.4
Shopping	68.2	55.1	56.8	54.6	41.8	44.5

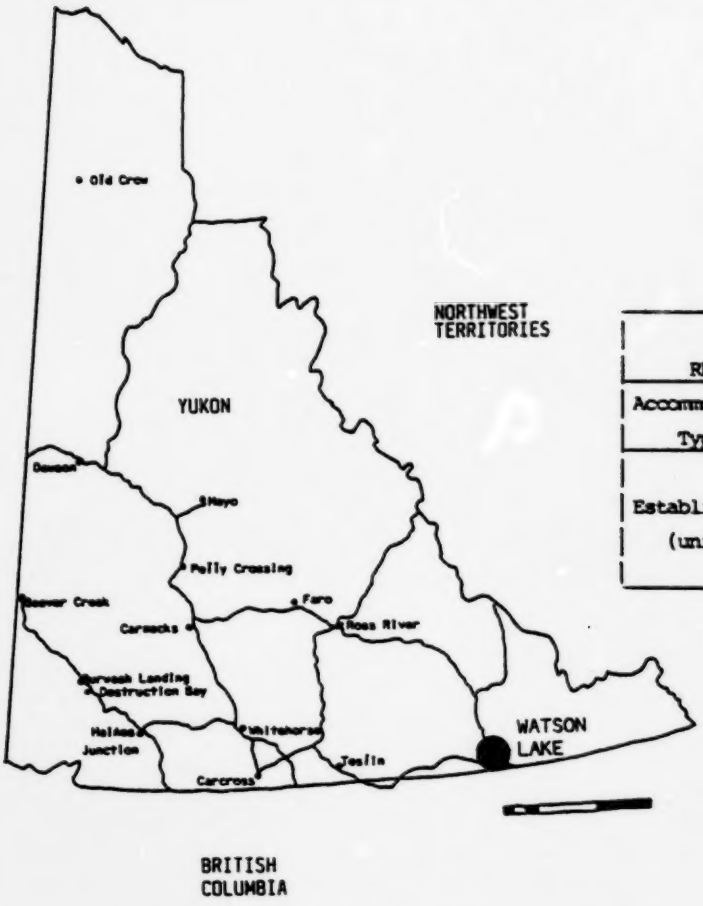
REGIONAL VARIATIONS
(cont'd)

Characteristics	Dawson City	Whitehorse	Watson Lake	Carcross	Kluane Park	Total
Mode of Transportation(%)						
Personal Automobile	23.9	18.9	29.9	23.4	28.2	26.8
Truck/Van	10.7	6.5	12.5	12.5	10.1	10.8
Recreation Vehicle	37.6	18.3	38.2	57.8	23.7	26.5
Train	0.4	3.1	-	-	0.8	1.9
Motorcoach	21.2	45.7	14.0	1.6	32.8	27.5
Airplane	1.4	2.8	1.5	-	0.9	2.1
Other	4.6	4.6	3.9	4.7	3.4	4.3
Accommodation Usage(%)						
Hotel/motel/lodge	34.8	66.8	36.4	10.6	46.4	47.9
Friends/relatives	5.4	6.5	6.3	3.0	2.8	3.5
Commercial Campground	27.6	17.4	33.8	36.4	13.6	15.8
Government Campground	35.8	16.1	35.8	62.1	16.2	22.3
Random Camping	11.6	9.2	14.5	34.9	11.7	10.5
Expenditures ($)						
Average $/party/day	92.41	102.70	109.21	100.15	110.88	105.65
Average $/person/day	38.47	46.71	48.72	34.56	49.52	46.46

1 includes length of stay in Carcross area as well as Whitehorse.

WATSON LAKE

VISITORS



WATSON LAKE
DESTINATION AREA (South East Region)

REGIONAL ACCOMMODATION (IN YUKON)				
Accommodation Types	Hotels, Mtls/Ldges	Govt. Campgrds	Commercial Campgrds	Total
Establishments (units)	12 (176)	11	7	30

Of visitors to Watson Lake, 33% were Canadian , 60% were American and 7% were from overseas countries. Canadian visitors stayed longest in Watson Lake (1.8 nights) while American and overseas/other countries visitors stayed only slightly longer than one night.

Canadian and American visitors to Watson Lake represented the largest groups entering the Territory by personal vehicle (including truck/van) and they continued to use this as a primary mode of transportation while travelling within

Yukon. Motorcoach transportation was more widely used by overseas visitors.

Camping was the accommodation method preferred by Canadian and American visitors to Watson Lake. Overseas visitors tended to stay in hotels- most likely because a large number of overseas visitors used motorcoach transportation and were therefore likely to be travelling as part of a group tour.

The majority of Watson Lake visitors were on vacation, although 15% of Americans surveyed in Watson Lake were travelling on business, probably enroute to Alaska. Virtually all overseas visitors travelled for recreation purposes.

Again, as with other destination areas, shopping and visiting museums/historic sites were the most popular activities. Viewing wildlife was often mentioned by Americans as a favorite pastime.

American visitors to Watson Lake spent considerably more money per day, exceeding the territorial average. Overseas visitors spent much less, while Canadians approximated the territorial average.

VISITORS TO WATSON LAKE
June - Sept. 1982

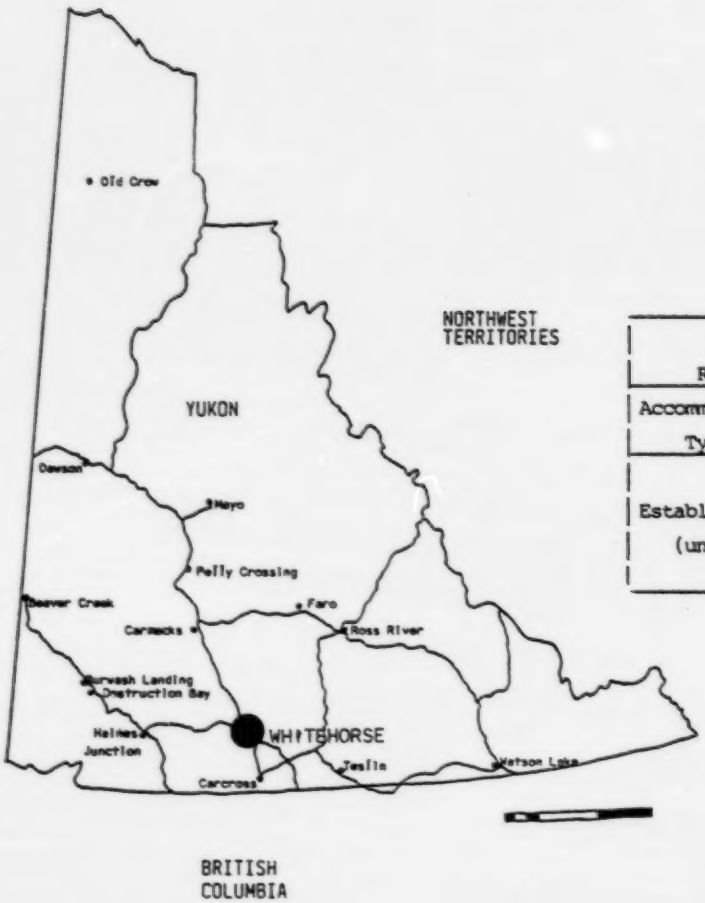
Characteristics	Canada	USA	Overseas/other	Total
Number of visitor parties	113	209	25	352
Average stay in region (in nights)	1.8	1.2	1.1	1.4
Trip Purpose (%)				
a.Business	6.5	14.7	-	10.9
b.Recreation/vacation	75.0	65.7	92.0	70.7
c.Visit friends/relatives	6.5	8.1	-	6.9
Both a & b	3.7	4.0	-	3.6
Both a & c	-	-	-	-
Both b & c	7.4	7.1	8.0	7.3
Combined a,b & c	0.9	0.5	-	0.6
Activities Pursued (%)				
Fishing	37.3	19.1	16.0	25.0
Hunting	0.9	1.0	-	0.9
Boating	8.5	5.3	16.0	7.1
Hiking daytrips	17.0	8.6	16.0	11.9
Backpacking overnight	1.7	1.4	8.0	2.0
Trailriding (horse)	5.9	2.4	-	3.4
Viewing Wildlife	34.8	40.2	32.0	37.8
Wilderness Sightseeing	32.2	33.5	32.0	33.0
Visit Friends/relatives	21.2	5.7	4.0	10.8
Guided hikes	4.2	3.8	4.0	4.0
Attend Events	25.4	11.5	16.0	16.5
Visit Museums/Sites	57.5	66.9	56.0	51.1
Shopping	59.3	53.1	76.0	56.8

VISITORS TO WATSON LAKE
(cont'd)

Characteristics	Canada	USA	Overseas/other	Total
Yukon Entry Mode (%)				
Personal Automobile	27.0	33.7	12.5	30.3
Truck/van	12.6	13.9	-	12.5
Recreation vehicle	34.2	42.1	16.7	37.7
Train	-	-	-	-
Motorcoach	19.8	6.4	54.3	14.2
Airplane	3.6	2.0	4.2	2.7
Other	2.7	2.0	12.5	2.7
Primary Yukon Transportation Mode(%)				
Personal Automobile	28.7	32.5	12.5	29.9
Truck/van	13.0	13.8	-	12.5
Recreation vehicle	33.3	42.9	20.8	38.2
Train	-	-	-	-
Motorcoach	19.4	6.4	54.2	14.0
Airplane	1.9	1.5	-	1.5
Other	3.7	3.0	12.5	3.9
Accommodation Usage (%)				
Hotel/Motel/Lodge	47.5	26.8	64.0	36.4
Friends/relatives	12.7	3.8	4.0	6.3
Commercial Campground	24.6	42.1	8.0	33.8
Government Campground	32.2	39.2	24.0	35.8
Random Camping	11.9	16.8	8.0	14.5
Expenditures ($)				
Average $/party/day	112.14	107.73	72.33	109.21
Average $/person/day	53.07	47.41	33.66	48.72

WHITEHORSE

VISITORS



WHITEHORSE AND CARCROSS
DESTINATION AREAS (South Central Region)

REGIONAL ACCOMMODATION (IN YUKON)				
Accommodation Types	Hotels, Mtls/Ldges	Govt. Campgrds	Commercial Campgrds	Total
Establishments (units)	25 (906)	7	6	38

American visitors accounted for 70% of visitors to Whitehorse, Canadians accounted for 24% and overseas visitors recorded 6% of the total travelling to Whitehorse. Canadian visitors spent an average of 3 nights in the Whitehorse/Carcross region, the longest stay recorded by any origin group in any of the destination areas. Overseas visitors spent less time and Americans spent only 1.3 nights.

Many American and overseas visitors to Whitehorse arrived via motorcoach and continued to use this mode of transportation throughout their northern trip. Canadians tended to travel by personal automobile.

Hotel accommodation was the preference of the majority of American and overseas visitors to the Whitehorse area. Canadians tended to camp more often and over 20% stayed with friends and relatives.

Nearly 95% of overseas visitors to Whitehorse travelled for recreation purposes, as did the majority of American and Canadian visitors. Almost 15% of Canadians had business reasons for visiting Yukon.

The most popular activities in Whitehorse were shopping and visiting museums/historic sites. Wilderness sightseeing was frequently mentioned as well, especially by Canadians.

In Whitehorse, overseas visitors tended to spend above average, while Canadian and American visitors spent slightly less than the average for each origin group.

VISITORS TO WHITEHORSE
June - Sept. 1982

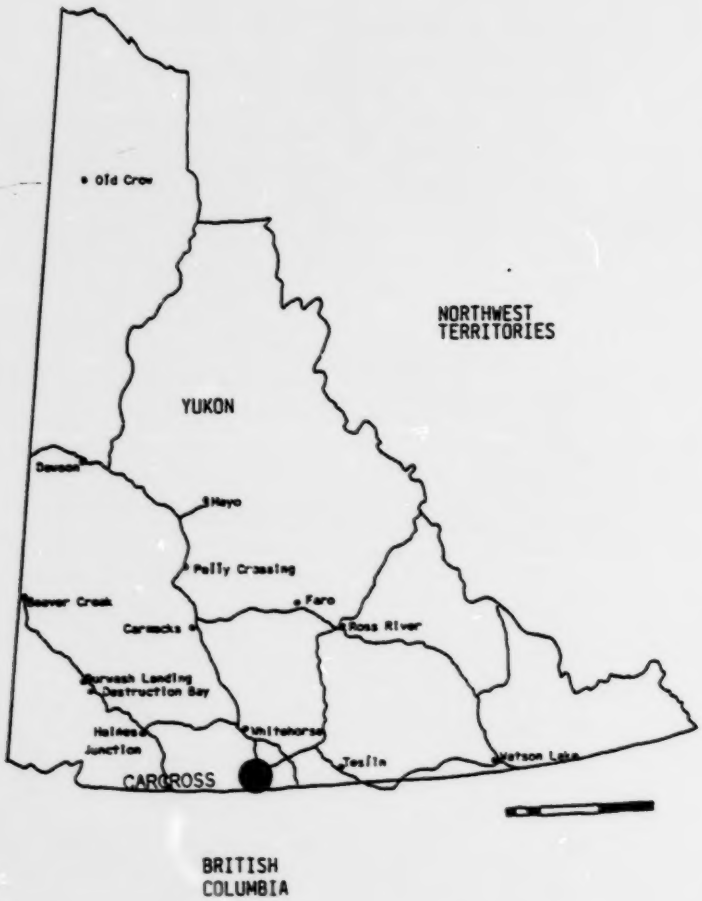
Characteristics	Canada	USA	Overseas/other	Total
Number of visitor parties	257	752	62	1071
Average stay in region (in nights)	3.0	1.3	1.9	1.8
Trip Purpose (%)				
a.Business	14.8	5.8	1.7	7.7
b.Recreation/vacation	66.3	84.9	94.9	81.1
c.Visit friends/relatives	12.4	4.0	1.7	5.8
Both a & b	1.7	1.0	-	1.1
Both a & c	-	0.3	-	0.2
Both b & c	4.9	3.8	1.7	4.0
Combined a,b & c	-	0.3	-	0.2
Activities Pursued (%)				
Fishing	28.4	6.9	16.1	12.6
Hunting	0.8	0.5	-	0.6
Boating	15.9	3.9	14.5	7.4
Hiking daytrips	17.9	3.7	17.7	7.9
Backpacking overnight	4.3	1.3	6.5	2.3
Trailriding (horse)	4.3	2.0	-	2.4
Viewing Wildlife	31.5	26.7	29.0	28.0
Wilderness Sightseeing	35.4	24.3	25.8	27.1
Visit Friends/relatives	23.7	3.1	4.8	8.1
Guided hikes	4.7	3.1	8.1	3.7
Attend Events	31.1	16.1	14.5	19.6
Visit Museums/Sites	68.5	51.5	66.1	56.4
Shopping	65.8	50.6	64.5	55.1

VISITORS TO WHITEHORSE
(cont'd)

Characteristics	Canada	USA	Overseas/other	Total
Yukon Entry Mode (%)				
Personal Automobile	24.5	15.6	20.3	17.9
Truck/van	7.8	5.0	3.4	5.6
Recreation vehicle	22.9	15.5	13.6	17.1
Train	1.6	8.8	5.1	6.9
Motorcoach	18.8	46.1	40.7	39.4
Airplane	22.9	7.7	15.3	11.7
Other	1.6	1.4	1.7	1.4
Primary Yukon Transportation Mode(%)				
Personal Automobile	29.0	15.4	22.0	18.9
Truck/van	10.1	5.4	6.8	6.5
Recreation vehicle	26.1	15.8	18.6	18.3
Train	1.3	3.7	3.4	3.1
Motorcoach	21.9	53.9	40.7	45.7
Airplane	4.2	2.6	-	2.8
Other	7.6	3.3	8.5	4.6
Accommodation Usage (%)				
Hotel/Motel/Lodge	53.3	71.5	64.5	66.8
Friends/relatives	20.2	1.7	6.5	6.5
Commercial Campground	20.6	16.9	9.7	17.4
Government Campground	24.9	11.8	30.7	16.1
Random Camping	13.2	8.0	6.5	9.2
Expenditures ($)				
Average $/party/day	122.14	96.75	95.15	102.70
Average $/person/day	54.94	43.86	47.10	46.71

CARCROSS

VISITORS



Although the number of Carcross visitors surveyed was small, some trends could be detected. Canadian visitors accounted for 37% of the total visitors to Carcross, and Americans 62%. The overseas countries category was too small for analysis as only one visitor was surveyed. Therefore, this category will be omitted from the following account.

The majority of visitors to Carcross arrived by recreation

vehicle and continued to use this transportation mode while travelling within Yukon. A very small proportion of Canadian visitors travelled by motorcoach.

Carcross visitors preferred camping to any other accommodation type. Government campgrounds were by far the most frequently used camping facility by both Canadians and Americans.

Virtually all Carcross visitors were vacationers, though 15% of the American visitors reported that visiting friends and relatives was the main purpose of their northern trip.

Shopping and visiting historic sites were preferred activities by Carcross visitors, especially Canadians, though fishing and viewing wildlife were frequently mentioned activities of both Canadians and Americans as well.

Average expenditures per day by visitors to the Carcross area were considerably lower than the territorial average. Canadian and American visitors averaged approximately the same daily expenditure rate, though Canadians spent proportionally less than Americans, based on territorial averages.

VISITORS TO CARCROSS
June - Sept. 1982

Characteristics	Canada	USA	Overseas/other	Total
Number of visitor parties	24	41	1	66
Average stay in region	*see Whitehorse visitor profile			
Trip Purpose (%)				
a.Business	4.3	9.8	-	7.7
b.Recreation/vacation	91.3	70.7	-	78.5
c.Visit friends/relatives	4.4	14.6	-	10.8
Both a & b	-	-	-	-
Both a & c	-	-	-	-
Both b & c	-	4.9	-	3.1
Combined a,b & c	-	-	-	-
Activities Pursued (%)				
Fishing	58.3	26.8	-	39.4
Hunting	-	-	-	-
Boating	29.2	4.9	-	13.6
Hiking daytrips	25.0	4.9	-	13.6
Backpacking overnight	8.3	-	-	3.0
Trailriding (horse)	8.3	2.4	-	4.6
Viewing Wildlife	45.8	26.8	-	34.9
Wilderness Sightseeing	33.3	26.8	-	30.3
Visit Friends/relatives	12.5	4.9	-	7.6
Guided hikes	4.2	-	-	1.5
Attend Events	8.3	2.4	-	6.1
Visit Museums/Sites	70.8	39.0	-	51.5
Shopping	66.7	46.3	-	54.6

VISITORS TO CARCROSS
(cont'd)

Characteristics	Canada	USA	Overseas/other	Total
Yukon Entry Mode (%)				
Personal Automobile	-	31.7	-	20.0
Truck/van	17.4	9.8	-	12.3
Recreation vehicle	65.2	53.7	-	56.9
Train	-	2.4	-	1.5
Motorcoach	-	-	-	-
Airplane	13.0	-	-	6.2
Other	4.4	2.4	-	3.1
Primary Yukon Transportation Mode(%)				
Personal Automobile	9.1	31.7	-	23.4
Truck/van	18.2	9.8	-	12.5
Recreation vehicle	63.6	53.7	-	57.8
Train	-	-	-	-
Motorcoach	4.6	-	-	1.6
Airplane	-	-	-	-
Other	4.6	4.9	-	4.7
Accommodation Usage (%)				
Hotel/Motel/Lodge	16.7	7.3	-	10.6
Friends/relatives	8.3	-	-	3.0
Commercial Campground	29.2	41.5	-	36.4
Government Campground	58.2	65.9	-	62.1
Random Camping	50.0	26.8	-	34.9
Expenditures ($)				
Average $/party/day	136.43	78.16	-	100.15
Average $/person/day	35.35	37.28	-	34.56

KLUANE PARK

VISITORS

KLUANE PARK
DESTINATION AREA (South West Region)

REGIONAL ACCOMMODATION (IN YUKON)				
Accommodation Types	Hotels, Mtls/Ldges	Govt. Campgrds	Commercial Campgrds	Total
Establishments (units)	20 (416)	11	12	43

The majority of Kluane Park visitors were from the United States (83%), while Canadians accounted for 14% and overseas visitors for 3% of the total visiting population. Canadian visitors to Kluane Park spent nearly as long in this area as they did in the Whitehorse region (2.9 nights). Overseas visitors spent two nights, and Americans stayed only slightly longer than one night.

Personal vehicle (including truck/van) was the most popular transportation mode used by all Kluane Park visitors. The

majority of overseas visitors travelled by personal vehicle as well which suggests that rental vehicles were probably frequently used. American visitors travelled by motorcoach almost as often as by personal vehicle.

Camping was the preferred accommodation type for Canadian and overseas Kluane Park visitors. Americans preferred fixed-roof accommodation.

Most Kluane Park visitors were travelling for recreation purposes, although nearly 14% of American visitors reported business reasons for their trip (probably enroute to Alaska).

Again, shopping and visiting museums/historic sites were the most popular activities, especially by Canadian and overseas visitors. Viewing wildlife and wilderness sightseeing were also popular, as was fishing, especially for Canadian visitors.

Average expenditures per day were the highest reported for any destination area. Canadian visitors spent over $60 per person per day. American and overseas visitors spent considerably less, although still more than the overall averages.

VISITORS TO KLUANE NATIONAL PARK
June - Sept. 1982

Characteristics	Canada	USA	Overseas/other	Total
Number of visitor parties	159	912	29	1100
Average stay in region (in nights)	2.9	1.2	2.0	1.4
Trip Purpose (%)				
a.Business	5.9	13.7	6.9	12.4
b.Recreation/vacation	75.7	70.8	86.2	71.9
c.Visit friends/relatives	9.9	7.4	3.5	7.6
Both a & b	2.6	1.6	-	1.7
Both a & c	-	0.5	-	0.4
Both b & c	5.9	4.7	3.5	4.8
Combined a,b & c	-	1.4	-	1.1
Activities Pursued (%)				
Fishing	34.0	8.3	20.7	12.4
Hunting	-	0.7	-	0.6
Boating	15.1	3.0	20.7	5.2
Hiking daytrips	19.5	3.9	20.7	6.6
Backpacking overnight	5.7	2.0	10.3	2.7
Trailriding (horse)	4.4	1.9	-	2.2
Viewing Wildlife	38.4	27.3	37.9	29.2
Wilderness Sightseeing	39.6	23.1	31.0	25.7
Visit Friends/relatives	21.4	2.9	6.9	5.6
Guided hikes	5.0	2.3	3.5	2.7
Attend Events	22.6	9.0	6.9	10.9
Visit Museums/Sites	60.4	34.1	58.6	38.6
Shopping	64.2	37.2	62.1	41.8

VISITORS TO KLUANE PARK
(cont'd)

Characteristics	Canada	USA	Overseas/other	Total
Yukon Entry Mode (%)				
Personal Automobile	37.9	28.4	35.7	28.5
Truck/van	9.7	9.3	-	9.1
Recreation vehicle	23.4	22.6	21.4	22.7
Train	1.3	4.1	-	3.6
Motorcoach	24.7	31.7	21.4	30.4
Airplane	10.4	2.0	10.7	3.4
Other	2.6	2.0	10.7	2.3
Primary Yukon Transportation Mode(%)				
Personal Automobile	29.2	27.6	42.9	28.2
Truck/van	11.3	10.2	3.6	10.1
Recreation vehicle	26.5	23.3	21.4	23.7
Train	-	0.9	-	0.8
Motorcoach	25.2	34.6	17.8	32.8
Airplane	1.3	0.9	-	0.9
Other	6.6	2.5	14.3	3.4
Accommodation Usage (%)				
Hotel/Motel/Lodge	42.8	47.3	37.9	46.4
Friends/relatives	13.8	0.9	3.5	2.8
Commercial Campground	16.4	13.1	13.8	13.6
Government Campground	20.1	15.1	27.6	16.2
Random Camping	17.6	11.0	3.5	11.7
Expenditures ($)				
Average $/party/day	132.27	106.33	97.94	110.88
Average $/person/day	60.37	47.36	43.08	49.52

DAWSON CITY

VISITORS

DAWSON CITY
DESTINATION AREA (KLONDIKE REGION)

REGIONAL ACCOMMODATION (IN YUKON)				
Accommodation Types	Hotels, Mtls/Ldges	Govt. Campgrds	Commercial Campgrds	Total
Establishments (units)	9 (235)	2	1	12

Of Dawson City's visitors, 31% were of Canadian origin, 9% were from overseas and the remaining 60% were American visitors. Average length of stay in Dawson City was highest for Canadian visitors (2.8 nights) and lowest for Americans (1.8 nights).

Most of Dawson City's Canadian and American visitor parties entered Yukon by recreation vehicle. Entry by personal vehicle was also well-represented by all groups. American and overseas visitors tended to use motorcoach transportation much of the time as well.

All visitors to Dawson City preferred campgrounds to other forms of accommodation, however overseas visitors tended to stay in hotels frequently as well (39%).

Dawson City visitors travelled overwhelmingly for recreation purposes, though Canadians did travel on business 10% of the time. Shopping and visiting museums/historic sites were the most popular activities engaged in by visitors to Dawson City. Over 84% of overseas visitors enjoyed seeing historic sites.

Compared to the territorial expenditure averages for each origin group, Canadians and Americans spent below average while overseas visitors spent slightly above average in Dawson City.

VISITORS TO DAWSON CITY
June - Sept. 1982

Characteristics	Canada	USA	Overseas/other	Total
Number of visitor parties	157	299	44	500
Average stay in region (in nights)	2.8	1.8	1.9	2.1
Trip Purpose (%)				
a.Business	10.6	2.4	2.4	5.0
b.Recreation/vacation	74.8	88.9	92.7	84.8
c.Visit friends/relatives	8.6	2.4	2.4	4.4
Both a & b	-	0.4	-	0.2
Both a & c	-	-	-	-
Both b & c	6.0	5.9	2.4	5.6
Combined a,b & c	-	-	-	-
Activities Pursued (%)				
Fishing	37.6	17.7	25.0	24.6
Hunting	1.9	0.7	-	1.0
Boating	15.3	5.7	11.4	9.2
Hiking daytrips	19.1	9.4	25.0	13.8
Backpacking overnight	5.1	0.7	-	2.0
Trailriding (horse)	2.6	1.7	-	1.8
Viewing Wildlife	31.2	36.8	45.5	35.8
Wilderness Sightseeing	36.3	33.1	34.1	34.2
Visit Friends/relatives	18.5	3.7	4.6	8.4
Guided hikes	5.7	4.0	13.6	5.4
Attend Events	26.1	23.1	25.0	24.2
Visit Museums/Sites	72.6	77.9	84.1	76.8
Shopping	63.1	68.9	81.8	68.2

VISITORS TO DAWSON CITY
(cont'd)

Characteristics	Canada	USA	Overseas/other	Total
Yukon Entry Mode(%)				
Personal Automobile	22.0	22.8	30.9	23.3
Truck/van	14.7	8.7	2.4	10.0
Recreation vehicle	39.3	36.3	21.4	36.0
Train	0.7	3.1	2.4	2.3
Motorcoach	6.7	26.3	28.6	20.4
Airplane	15.3	—	9.5	5.6
Other	1.3	2.8	4.8	2.5
Primary Yukon Transportation Mode(%)				
Personal Automobile	25.5	22.4	29.3	23.9
Truck/van	16.1	8.7	4.9	10.7
Recreation vehicle	43.0	36.0	29.3	37.6
Train	-	0.4	2.4	0.4
Motorcoach	7.4	28.3	21.9	21.2
Airplane	4.0	0.4	-	1.4
Other	4.0	3.9	12.2	4.6
Accommodation Usage (%)				
Hotel/Motel/Lodge	29.9	36.8	38.6	34.8
Friends/relatives	11.5	2.0	6.8	5.4
Commercial Campground	25.5	30.4	15.9	27.6
Government Campground	41.4	33.8	29.5	35.8
Random Camping	16.6	9.7	6.8	11.6
Expenditures ($)				
Average $/party/day	98.93	90.52	87.34	92.41
Average $/person/day	40.46	37.44	41.00	38.47

V. OTHER TRAVEL PATTERNS

1. Visitor Reception Centre Usage

The Exit survey indicated quite clearly a difference in visitor trends/characteristics between those that used Visitor Reception Centres and those who did not. The following chart notes these variations.

Characteristic	VRC user	VRC non-user
Average length of stay in Yukon	6.4 nights	4.3 nights
Average daily expenditures		
- per party	$102.22	$111.25
- per person	44.52	50.94
Activity Incidence levels(%)		
- fishing	18.5	8.3
- hunting	1.1	0.6
- boating	8.2	5.5
- hiking (day)	10.2	3.9
- backpacking (overnight)	2.8	1.6
- trailriding (horse)	2.3	1.6
- viewing wildlife	32.3	19.8
- wilderness sightseeing	31.2	16.9
- visit friends/relatives	7.9	6.3
- guided hikes	3.7	1.9
- attend events	16.5	8.0
- visit museums/sites	56.2	25.6
- shopping	55.6	31.5

From the above chart, it can be seen that VRC users tended to stay in Yukon for a longer period of time, and participated almost twice as often in all activities.

Overall, VRC users reported lower daily expenditures than those who did not use the Visitor Reception Centres. Possible reasons for this include the following: Visitor Reception Centre staff may have provided helpful tips to tourists on how to spend their money wisely, or, due to their longer stay, tourists may have distributed their total allocated budget over more days resulting in a lower daily rate.

2. **Accommodation Type**

From this survey, it was also noted that certain visitor trends varied by accommodation type. The following chart notes these variations.

Characteristics	Camping Only	Camping & Fixed-Roof	Fixed-roof Only
Average length of stay in Yukon	6.4 nights	8.9 nights	4.4 nights
Average daily expenditures			
- per party	$102.89	$101.00	$107.89
- per person	41.52	44.11	50.22
Activity Incidence Levels(%)			
- fishing	22.6	39.1	6.3
- hunting	0.3	2.3	0.6
- boating	7.1	13.8	6.8
- hiking daytrips	10.4	24.9	5.0
- backpacking overnight	2.3	11.5	1.7
- trailriding (horse)	2.0	11.5	1.6
- viewing wildlife	38.2	50.6	21.2
- wilderness sightseeing	33.9	43.7	22.1
- visit friends/relatives	4.2	26.4	8.6

Characteristics	Camping Only	Camping & Fixed Roof	Fixed Roof Only
- guided hikes	2.4	9.2	2.8
- attend events	11.3	31.0	17.0
- visit museums/sites	48.3	60.9	52.4
- shopping	49.5	60.9	51.2

From the above chart, it can be seen that visitors using only fixed-roof accommodation remained in Yukon for shorter periods of time than did travellers using other forms of accommodation. Those who combined fixed-roof accommodation with camping tended to stay longest in Yukon and were probably on trips of longer duration.

Non-camping visitors spent more money on a daily basis than their camping counterparts, probably due to the high cost of hotel rooms compared to campsites.

Visitors combining both camping and fixed-roof forms of accommodation during their Yukon visit participated in more activities. This may be partially due to the longer length of stay in Yukon, and the fact that by camping and staying in hotels they would have been able to participate in activities more or less specific to each accommodation type (i.e. fishing when camping and shopping and attending events when in urban areas, thus, using hotels).

3. Entry Mode of Transportation

Visitor characteristics also varied by the mode of transportation used when entering Yukon. These variations are outlined in the following chart.

Characteristics	Auto incl. Truck/Van	Recreation Vehicle	Motor Coach	Air
Average stay in Yukon	6.3 nights	7.1 nights	3.4 nights	8.1 nights
Avg. daily expenditures				
- per party	$106.30	$101.33	$70.68	$125.74
- per person	46.16	39.26	32.17	68.31
Trip purpose (%)				
- business	21.5	5.2	1.1	23.9
- rec/vacation	55.7	79.2	95.3	58.7
- visit friends	13.1	6.7	1.5	15.6
- multi-response	9.7	8.9	2.1	1.8
Accommodation type (%)				
- hotel/motel	32.3	4.4	98.1	64.0
- friends/relatives	4.5	4.0	—	10.9
- commercial campground	18.4	33.9	0.5	1.9
- government campground	30.4	39.7	0.6	15.6
- random camping	14.4	17.9	0.8	7.6

From the preceding chart, it is shown that visitors who enter Yukon by air tend to stay the longest, while those travelling by motorcoach stay the shortest period of time. Visitors travelling by motorcoach would most likely be travelling on a fixed-itinerary package tour.

Visitors entering Yukon by air also had the highest daily expenditures per party, probably due to the fact that they frequently used hotel accommodation. Those visitors travelling by motorcoach had the lowest average daily expenditures per party, primarily due to the fact that most of their major expenses were prepaid, as part of their package tours. Those visitors travelling by recreation vehicle also had low average daily expenditure levels. One reason for this is probably because visitors travelling in motorhomes are fairly self-sufficient, with no need to purchase accommodation or restaurant meals.

Nearly one-quarter of all visitors arriving in Yukon by air were travelling on business, with almost as many automobile visitors travelling for the same reason. Virtually all motorcoach travellers were on vacation, as were the majority of parties travelling by recreation vehicle. Visiting friends and relatives was listed as the main purpose of 15% of air travellers and 13% of auto travellers.

The majority of visitors using air as their primary mode of transport stayed in hotels, as did virtually all of the parties travelling by motorcoach. As expected, the majority of visitors travelling by recreation vehicle stayed in campgrounds. Those travelling by automobile also preferred camping to other types of accommodation. Air visitors stayed with friends and relatives more often than visitors travelling by other modes.

VI. SPECIFIC VISITOR PROFILES

The following section presents visitor profile information accessed by analysis of responses to Question #6C of the questionnaire. A profile of package tour passengers is presented in the following table. Highlights of the results are presented here.

Average party size was reported as 2.3 persons and average length of stay in Yukon was slightly over 3 nights. Most tour passengers were of American origin, with only 4% of Canadian origin. Overseas visitors accounted for approximately 6% of the package tour passengers.

The most popular activities were shopping and visiting museums/historic sites, with percentages similar to those reported for all Yukon visitors. Viewing wildlife and wilderness sightseeing attracted many visitors as well. Package tour passengers frequented the Whitehorse VRC most often, followed by the Beaver Creek and Haines Junction information centres. These were most likely scheduled itinerary stops. Most package tour passengers reported that they had purchased a full course meal in Yukon (95%). Yukon arts, crafts, books and maps were also purchased by about one-quarter of these visitors.

Nearly 75% of package tour passengers visited Alaska in addition to Yukon as part of their trip. For U.S. based tour companies, most of the itineraries include Alaska. (Over 80% of those responding to this question listed American tour companies.) Almost 65% of package tour passengers visited Kluane National Park and 23% visited Dawson City as well. Over 9% of package tour passengers were repeat visitors. Most parties had made their decision to travel in the same year as their trip, nearly half in the first quarter of the year.

Nearly one-half of package tour visitors listed appropriate weather as the element most often missing from their trip to Yukon (46%). An additional 21% reported that they did not see the spectacular scenery they had hoped for. A small percentage regretted not having included more destination areas in their itinerary and some also noted the lack of time set aside for sightseeing. Visitors were most frequently disappointed with the lack of opportunities available for viewing wildlife. A small percentage of visitors were dissatisfied with accommodation and tourist information facilities, and a few were unhappy with the commercial gold-panning attractions. Visitors enjoyed the apparent lack of mosquitoes (21%) while travelling in Yukon. The cleanliness of tourist facilities was also reported as a trip element particularly enjoyed. Package tour visitors were also pleased with the condition of Yukon's road systems and apparent lack of dust. Reasonable prices and friendly local people were also mentioned.

PACKAGE TOUR VISITOR PROFILE
June-September 1982

Characteristics		Tour Passenger
Visitor Volumes		
Average party size		2.28
Average stay in Yukon (in nights)		3.1
Visitor Origin (%)		
United States	total	89.9
Alaska		-
Northeast		2.2
Mountain		8.0
Pacific		24.8
Mid Atlantic		9.6
South Atlantic		9.9
W.S. Central		12.1
E.S. Central		0.6
E.N. Central		19.6
W.N. Central		6.1
Other		6.4
Canada	total	3.8
Nova Scotia		1.0
Quebec		1.6
Ontario		2.9
Manitoba		-
Saskatchewan		0.6
Alberta		-
British Columbia		-
Northwest Territories		-

		Tour Passenger
Characteristics		
International	total	6.4
U.K.		0.3
Africa		0.3
Oceania		1.6
Asia		6.1
Europe		-
Activities Pursued (%)		
Fishing		0.9
Hunting		0.6
Boating		4.0
Hiking day trips		0.9
Backpacking overnight		0.3
Trailriding (horse)		0.9
Viewing wildlife		18.6
Wilderness Sightseeing		21.4
Visit Friends/Relatives		0.9
Guided hikes		1.9
Attend Events		13.9
Visit Museums/Sites		54.8
Shopping		52.9
Visitor Reception Centre Usage (%)		
Watson Lake		7.1
Whitehorse		41.2
Dawson City		18.0
Haines Junction		18.9
Beaver Creek		31.9
Other		2.5

Characteristics	Tour Passenger
Expenditures	
Average total party trip cost (including prepaid costs)	$6,369.42
Items purchased in Yukon (%)	
Full course meal	95.2
Short boat tour	11.9
City Sightseeing tour	12.7
Flightseeing tour	0.4
Sporting Equipment	1.2
Canoe/boat rental	-
One day excursion	5.2
Guided wilderness tour	1.5
Yukon arts and crafts	19.0
Yukon books and maps	22.4
Alcoholic beverages (store bought)	10.8
Groceries	24.3
Vehicle Repairs	-
Destinations Visited (%)	
Alaska	73.4
Northwest Territories	-
Alaska and Northwest Territories	12.1
Yukon only	14.6
Dawson City	22.9
Kluane Park	64.3
Previous Yukon visitation	9.0

Characteristics		Tour Passenger
Trip Decision Year/Month (%)		
Year	1982	80.3
	1981	18.3
	1980	1.4
	Previous	-
Month	Jan-Mar	47.9
	Apr-Jun	35.6
	Jul-Sept	6.4
	Oct-Dec	10.1
Trip Elements Missing (%)		
Related to:	Outdoors	83.7
	Destinations	15.6
	Activities	0.3
Trip Elements Disliked (%)		
Related to:	Outdoors	36.0
	Attractions	3.3
	Facilities	4.7
Trip Elements Enjoyed (%)		
Related to:	Outdoors	20.9
	Facilities	4.9
	Highways	14.1
	Prices	9.2
	People	5.5

YUKON VISITOR SURVEY

1. Including yourself, how many individuals are in your personal travel party?....._____

2. Do you or any of your personal travel party live outside of Yukon?
.....Yes_____No_____

3. In which Canadian province, U.S. state, or country do you reside?
....._____

4. Where did your party last enter Yukon on this trip?
Please check (✔) the appropriate box.

*Watson Lake via:	*Whitehorse Airport....._____
Alaska Highway....._____	*Haines Rd....._____
Airport....._____	*Beaver Creek via
*Stewart-Cassiar Rd..._____	Alaska Hwy....._____
*Skagway-Carcross Rd.._____	*Dawson from Alaska via
*White Pass train....._____	Boundary Rd....._____
*Dempster from Inuvik._____	*Dawson Airport....._____

*NOTE: IF YOU LAST ENTERED YUKON VIA THE DEMPSTER HWY FROM THE NORTHWEST TERRITORIES, AND WERE IN YUKON EARLIER ON THIS TRIP, INDICATE YOUR EARLIER ENTRY ABOVE WITH A STAR(*) AND ANSWER THE FOLLOWING QUESTIONS BASED ON YOUR EARLIER ENTRY POINT.

5. Since you last entered, how many nights have you spent in Yukon?
....._____

6a. Has any part of your trip involving Yukon been a "package tour" whereby some of your major expenses such as transportation and accommodation were prepaid prior to your visit?
Yes_____.....Proceed to Question 6b.
No_____.....Proceed to Question 7.

6b. If you answered YES immediately above, please indicate whether each of the following were included in this prepaid "package tour" price:

	Not included	Included
Major transportation.....	_____	_____
Accommodation.....	_____	_____
Meals.....	_____	_____
Rental Vehicle.....	_____	_____
Entertainment/Attractions.....	_____	_____
Side trips.....	_____	_____
Other:_____.....	_____	_____

6c. Name of tour company: _____

Name of tour package: _____

THIS QUESTIONNAIRE TO BE COMPLETED BY A SPOKESPERSON FOR YOUR TRAVEL PARTY

7a. Excluding expenditures included in the price of a package tour, please indicate how much you and your party spent on each of the following since you last entered Yukon. Include any credit card purchases. Please indicate currency .....$US ___ $CA____

Accommodation.....$_____
Restaurant meals, beverages & groceries.....$_____
Personal vehicle (fuel, repairs, rentals, etc.).....$_____
Other transportation.....$_____
Recreation/entertainment/ attractions.....$_____
Other expenditures:_____.....$_____

TOTAL.....$_____

7b. Did you purchase any of the following since you last entered Yukon?

	Yes	No		Yes	No
Full course meal.....	___	___	Guided wilderness trip.	___	___
Short boat tour	___	___	Yukon arts/crafts.....	___	___
City sightseeing tour.	___	___	Yukon books/maps.....	___	___
Flightseeing air tour.	___	___	Bottled alcoholic beverages from store.....	___	___
Sporting equipment....	___	___	Groceries.....	___	___
Canoe/boat rental.....	___	___	Vehicle repairs.....	___	___
One day tour/excursion	___	___			

8. Please list the communities or locations where you have stayed overnight since last entering Yukon. Then indicate the number of nights spent at each place and check (✔) the type of accommodation which you used.

LOCATION Community or General Area	NO. of NIGHTS	ACCOMMODATION				
		Htl Mtl	Friends Relat.	Comm Camp	Govt Camp	Random Camp

9. Since you last entered Yukon, in which of the following activities did you or members of your party participate? For each of those activities in which at least one of you participated, please indicate how satisfied you were. Use checks (✔).

	PARTICIPATED? YES	NO	HOW SATISFIED? Very Unsat.	Somewhat Satis.	No Opinion	Somewhat Satis.	Very Satis.
Fishing.....	___	___	___	___	___	___	___
Hunting.....	___	___	___	___	___	___	___
Boating/canoeing/raft..	___	___	___	___	___	___	___
Hiking-day trips.....	___	___	___	___	___	___	___

	YES	NO	Very Unsat.	Somewhat Satis.	No Opinion	Somewhat Satis.	Very Satis.
Backpacking overnight...	___	___	___	___	___	___	___
Trailriding on horse....	___	___	___	___	___	___	___
Viewing wildlife.....	___	___	___	___	___	___	___
Wilderness sightseeing..	___	___	___	___	___	___	___
Visit friends/relatives.	___	___	___	___	___	___	___
Parks Canada/guided hike	___	___	___	___	___	___	___
Attend festivals/events.	___	___	___	___	___	___	___
See museums/sites.....	___	___	___	___	___	___	___
Shopping.....	___	___	___	___	___	___	___

10a. Did you visit Dawson City since you last entered Yukon?.....YES___ NO____

10b. If you visited Dawson City, did you visit any of the following attractions and historic sites in Dawson?

	YES	NO		YES	NO
Palace Grand Theatre tour..	___	___	Dredge Number 4..	___	___
Gaslight Follies show.....	___	___	Commercial gold-panning attraction	___	___
Diamond Tooth Gerties Gambling Hall.....	___	___	Dawson Museum....	___	___
Robert Service's Cabin.....	___	___	Steamer SS Keno..	___	___
1901 Post Office.....	___	___	Yukon River boat.	___	___
Other: _____			.....	___	___

11a. Did you travel in the general Kluane Park region since you last entered Yukon?.....YES____ NO____

If you answered NO, proceed to Question 12 please.

11b. If you did travel near Kluane National Park, please indicate whether or not you stayed in any of the following campgrounds, and your length of stay.

	DID NOT STAY	STAYED	HOW MANY NIGHTS?
Million Dollar Falls.....	_____	____ :	_____
Dezadeash Lake.....	_____	____ :	_____
Kathleen Lake.....	_____	____ :	_____
Pine Creek.....	_____	____ :	_____
Congdon Creek.....	_____	____ :	_____
Burwash Flats.....	_____	____ :	_____
Commercial Campgrounds.....	_____	____ :	_____
Non-designated areas.....	_____	____ :	_____

The remaining questions ask you about your party's entire trip since you last left home prior to this trip.

12. By the time you return home, approximately how many nights in total will you have spent:

- away from home?..... _____ -in Alaska?..... _____
- in Yukon?..... _____ -in the Northwest Territories?. _____

13. What do you expect will be the total cost of your party's trip including package tour costs and prepaid expenditures?

Canadian _____$ or U.S. _____$

14. What was the main purpose of your party's total trip?
Please check (✔) one:

Business....._____
Recreation/Vacation....._____
Visit friends/relatives....._____

15. Approximately when was the final decision made to take this trip involving Yukon?

Year...._____ Month....._____

16. What most influenced your party's decision to visit or pass through Yukon?

_____
_____
_____

17a. By what type of transportation did you first enter Yukon on this trip? Please check (✔) one: → 17a.

	17a.		17b.
Personal Automobile	____		____
Truck/van, not camperised	____		____
Camperised truck/van, motorhome	____		____
Train	____		____
Motorcoach	____		____
Airplane	____		____
Other(specify) _____	____		____

17b. Please indicate in the second column of boxes above which was your primary type of transportation while in Yukon. ↗ 17b.
Please check (✔) one:

17c. While in Yukon, did you use any of the following?

	YES	NO
Four wheel drive vehicle	____	____
Camperised trailer	____	____

18. Please place a check (✔) beside each of the places in which you have visited a tourist information centre :

Watson Lake	____	Haines Junction	____
Whitehorse	____	Beaver Creek	____
Dawson City	____	Other _____	____

19. Do you and your party plan to re-enter Yukon prior to returning home?.....YES_____ NO_____

20a. Circle on the map where you first entered Yukon after leaving home. Now, using arrows(⟶) , outline your total Yukon route up until your last departure from Yukon.

*(note: map of Yukon Territory shown on original questionnaire forms.)

20b. Now place a cross (+) at each place on the above map where you have already overnighted.

21a. Has any member of your party ever visited Yukon in a previous year?.....YES_____ NO_____

21b. If YES, when was the most recent visit?.....Year:_____

22. Has any member of your party ever lived in Yukon?
YES.....____ NO.....____

23. How many persons in your party belong to each of the following age categories?

12 years or less.....____	35 to 44 years....____
13 to 18 years.....____	45 to 54 years....____
19 to 24 years.....____	55 to 64 years....____
25 to 34 years.....____	65 years or over..____

24. What is your occupation?..... Occupation. _____
Industry....____

25a. Was there anything missing on your trip which you expected to find in Yukon?

25b. What, if anything, did you particularly dislike in Yukon?

25c. What particular things or experiences did you most enjoy while in Yukon?

25d. Any other comments or suggestions?

Thank you very much for your time and assistance. Please return this questionnaire, and keep the YUKON pen as a token of our appreciation.